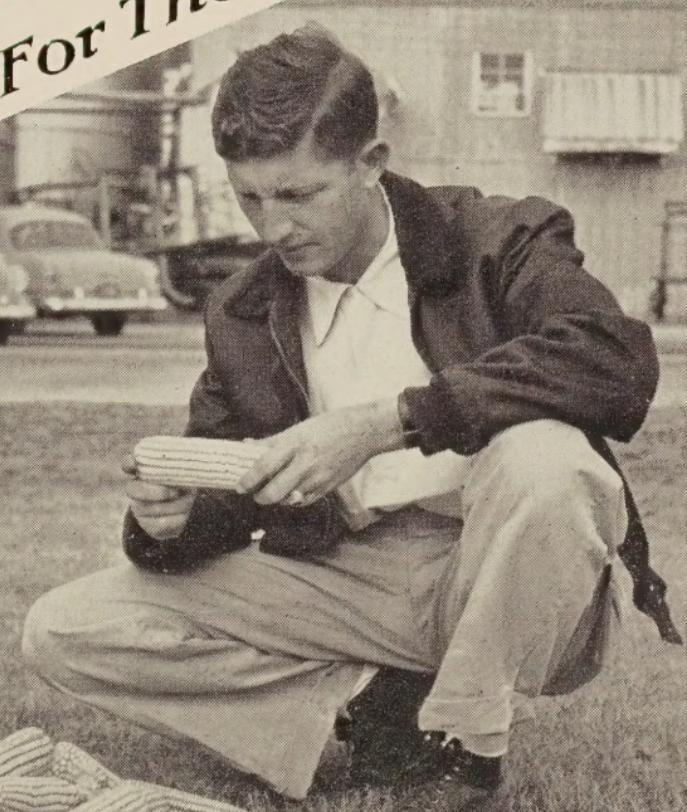


COKER
811

Bred In The South

SUPERIOR CORN HYBRIDS

Bred For The South



COKER
911

COKER 811

A WHITE HYBRID BRED IN THE SOUTH FOR SOUTHERN CONDITIONS

Coker 811 hybrid corn was offered to our customers in limited quantities for commercial growing three years ago, and during this period, has been widely and successfully grown throughout the Southeastern and Mississippi Valley states.

Our breeders recognized in the early days of our corn breeding program that for a corn variety to produce satisfactorily in the South, it must originate there and be adapted to southern soil, climate, and needs. They recognized also that farmers of the South wanted a white corn that would produce high yields, withstand storms, be suited for mechanical harvesting and with adequate resistance to weevils. Coker 811 meets these requirements.

BRED FROM POPULAR SOUTHERN VARIETIES

Since work on Coker hybrid corn program started on our test farms in 1939, thousands of pollinations have been made in an effort to develop inbred lines that contribute the many vital characteristics that are essential to the high production of corn in the South. The parent lines contributing to Coker 811 were derived from popular southern varieties and have been combined to produce a corn that is widely adapted and which produces an excellent quality of grain under southern growing conditions.

EXCELLENT STALK AND ROOT STRENGTH

Coker 811 has the greatest root and stalk strength of any hybrid yet offered to the southern farmers. The excellent root and stalk strength of Coker 811, combined with the tight husk and high degree of weevil resistance, make this hybrid ideal for the grower who does not harvest his corn until late fall. As a hogging-off corn this hybrid has been utilized until early spring, at which time it was still standing well and the grain was in good condition.

SUITED FOR MECHANICAL HARVESTING

Many reports have been received from farmers who have praised Coker 811 for its picking qualities. The features of this hybrid that make it so well suited to mechanical harvesting are: strong, erect stalks; low, well attached ears; and resistance to shattering.

DESCRIPTION

PEDIGREE—(C1 x C2) (C3 x C4)

GRAIN CHARACTERISTICS—A white hybrid with dimple dented grains of hard texture.

COB COLOR—Mixed.

LODGING—Good root system and excellent stalk strength.

MATURITY—Medium late.

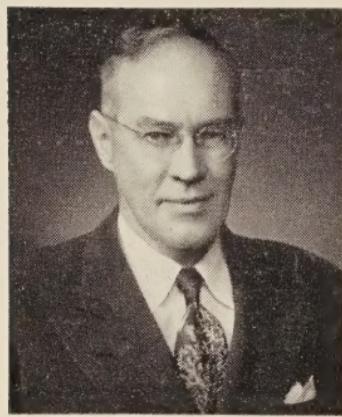
PROLIFICACY—Two-eared under normal growing conditions.

INSECT RESISTANCE—A tight husk that covers well over the ear gives good weevil resistance.

PLANT CHARACTERISTICS—The plants of this hybrid are very distinct in type. Leaves are broad and dark green, having a high degree of resistance to leaf blights; plants are medium short and very sturdy; ears are medium low and turn down at maturity, thereby preventing damage from weather.

PRICE—\$12.50 per bushel. All prices F.O.B. Hartsville, S. C., or Memphis, Tenn.

To Our Friends and Customers:



ROBERT R. COKER,
President

The objective of our corn breeding program is the development of better hybrid corns for the South. We realize that the wide range of soil and climatic conditions makes it unlikely that one hybrid will be adapted throughout. We also realize that the changing agriculture in the South makes it necessary to have hybrids that can be handled efficiently and profitably by mechanical methods.

The inbred lines involved in our hybrids have been selected from popular Southern varieties of corn. Our corn breeding staff has isolated the better characteristics from various open pollinated varieties and combined these characteristics into superior hybrids.

Our hybrids have been thoroughly tested throughout the South and have made outstanding records. The combination of high yielding ability, resistance to lodging; resistance to certain insects and diseases, good grain and milling qualities, and ease of mechanical harvesting has made Coker hybrids popular with Southern farmers.

Sincerely,

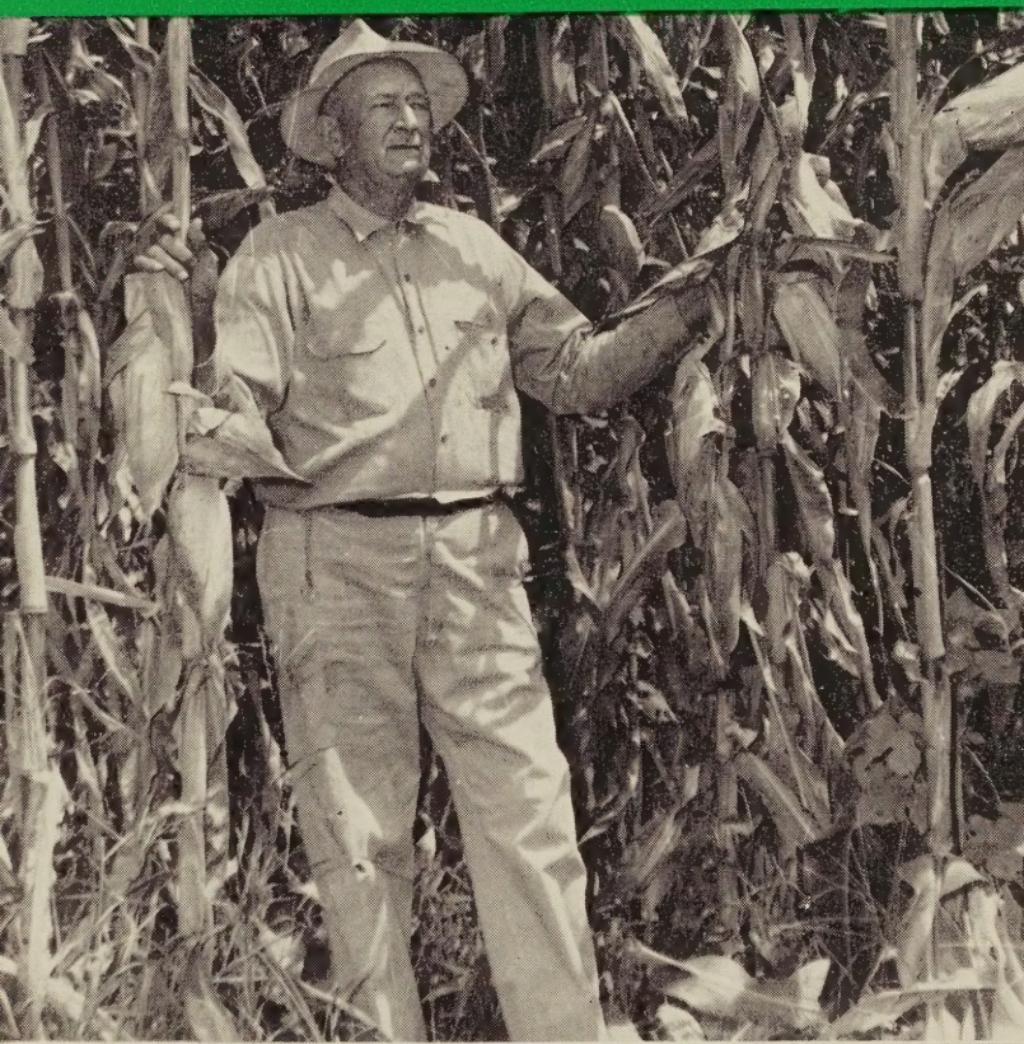
Robert R. Coker

COVER PAGE PICTURES—Above, the prolific yield of Coker 811 is illustrated in stalks claiming the attention of Richard E. Gettys, head of Coker's corn breeding department. This picture was taken on the breeding farms of Coker's Pedigreed Seed Company. Below, typical ears of Coker 911 are being examined by Lewis Reep, a member of Coker's corn breeding department.

PICTURE BELOW—Adaptability to mechanical harvesting is an outstanding characteristic of both Coker 811 and Coker 911. The mechanical harvester in this picture is in a field of Coker 811.



COKER 8II - A



PROLIFIC WHITE HYBRID FOR THE SOUTH

PERFORMANCE IN TESTS

In a coordinated corn performance test conducted by the Georgia Coastal Plains Experiment Station at 8 locations in 1952, Coker 811 led the average yield among the 13 entries with 38.9 bushels per acre. In this test Coker 811 also led all competing commercial varieties included in the test in percentage of erect stalks and in lowest percentage of weevily ears.

In a three-year summary of 25 corn performance tests conducted by the Georgia Coastal Plains Experiment Station in 1950-52 and including 11 entries, Coker 811 led all varieties in yield per acre and in percentage of erect stalks.

In a summary of Coastal Plains corn performance tests conducted by the N. C. Experiment Station in 1952, Coker 811 showed the lowest percentage of lodging among all the 26 entries.

In a mechanical corn picker test conducted by Red River Valley Agricultural Experiment Station at Curtis, Louisiana, in 1951 in which there were 9 entries, Coker 811 led all varieties with 91.6% being mechanically picked, its nearest competitor showing 83.3%. Coker 811 led all varieties in percentage of erect stalks, with 90%.

LEFT ABOVE—Mr. Will T. Henderson, prominent farmer of Greenwood County, South Carolina, stands in his 1953 field of Coker 811 corn from which he harvested more than 150 bushels per acre. **LEFT BELOW**—Mr. Hugh Dargan, a member of the corn breeding staff of Coker's Pedigreed Seed Company, examines typical ears of Coker 811.

its closest competitor showing 79%. The 9 entries included in this test were high-yielding popular varieties. Its purpose was to determine varieties best adapted to mechanical picking.

In a corn picker contest conducted in 1951 by the Northeast Louisiana Experiment Station in which there were 7 entries, Coker 811 produced 79.1 bushels per acre where beans were planted and 103.2 bushels per acre where beans were not planted. It led all varieties in percentage harvested both where beans were planted and where beans were not planted. Percentage mechanically harvested where beans were planted was 83.9, its nearest competitor being 77. Percentage mechanically harvested where beans were not planted was 83. Its nearest competitor was 72.6.

IMPORTANT NOTE

Our corns have shown good weevil resistance in the areas for which we recommend them. However, since conditions contributing to the performance of weevils vary from year to year, no conscientious breeder can guarantee any variety to be 100% immune to weevil damage.

BELow—Note the strong, erect stalks, the low, well-attached ears, and the large number of ears in this field of Coker 811. These are typical characteristics of this variety. Shown examining one of the ears is J. Raymond Pressly of the Coker's corn breeding staff.



COKER 911 - A N

GROWER REPORTS

In 1953 only small quantities of seed of Coker 911 were available for farmer planting. Following our established procedure when a new variety is ready for release, we sent out in 1953 sample packages of Coker 911 seed to farmers located in many parts of the South for observation planting and requested that they report to us on results obtained. In most cases, the seed supplied each farmer was enough to plant approximately one acre. The following statements are taken from among the many favorable reports received from these test plantings.

"We like Coker 911. It is low, stands well, yields well, picks better than most. Our yield was 90 bushels per acre."

N. C. Vocational Agriculture Teacher

"A good drought resistant variety. Stands up well and has excellent quality of grain. My yield on a 1-acre plot was 104 bushels."

T. C. Mooney
Quill, Ga.

"My Coker 911 yielded approximately 100 bushels per acre. I have never had a yield of over 75 bushels per acre with other varieties. Coker 911 has good drought resistance and good storm resistance. There was hardly a down stalk in the entire field."

Heyward Reece
Ellijay, Ga.

"My Coker 911 produced 75 bushels per acre, as compared with approximately 30 bushels per acre for other varieties. It has excellent drought resistance and a good quality of grain."

M. C. Best, Jr.
Barnwell, S. C.

"Coker 911 did remarkably well under drought conditions. My yield was 84½ bushels on one-acre plot, which was a little heavier yield than Coker 811 and another competing variety. With proper season a heavy yield could be expected from both Coker 811 and Coker 911."

Owen D. Massey, Jr.
Zebulon, N. C.

"My Coker 911 stood up well, is drought resistant, and has a good quality of grain. Neighbors displayed much interest in my field."

Luther Fogelman
Liberty, N. C.

NEW, HIGH YIELDING SOUTHERN WHITE HYBRID



Our Mr. Dan Lamberth, Coker representative in the Mississippi Delta, examines a test planting of Coker 911 in the Delta. This is one of the many yield trials conducted on this variety prior to its release in quantity for the first time in 1953.

"Although we had a very dry year, I find Coker 911 stalks large and strong, very prolific, and yielding an average of 3 to 5 ears to the stalk, all well filled out. I averaged 125 bushels per acre. I cannot too strongly recommend Coker 911."

Dominic Sparacino
Lamont, Miss.

"Coker 911 has a very ideal type stalk. I will plant my entire crop in this variety in 1954 if seed are available."

E. L. Johnson
Siler City, N. C.

"... stands drought well and makes 2 ears on every stalk."

H. B. Windle
Reform, Ala.

"... earing as low as it does, it is perfect for pickers. Am planning to plant my entire crop in Coker 911 in 1954."

Joe F. Robertson, Jr.
Burlington, N. C.

"I consider this corn very satisfactory for this section and will continue to plant Coker 911, or an improved variety by Coker."

Geo. M. Hill
Sylvania, Ga.

"This corn gave me better results than any corn I have ever grown, either hybrid or open pollinated."

T. A. Branyon
Fayette, Ala.

"I think you have a good corn and I shall plant more of it next year. My yield was 85.8 bushels on eight-tenths of an acre."

E. L. Bailey
Keener, Ala.

"I planted it and another variety side by side and it made better."

M. V. Thomason
Union Grove, Ala.

COKER 811 EXCELLENT FOR GRITS

Coker's Pedigreed Seed Company
Hartsville, South Carolina

Gentlemen:

When using real good corn, such as Coker's 811, we make about 20,000 pounds grits per day. This type corn will turn out about a 50 per cent production; that is, for each bushel of corn, we get about a half bushel grits. Some of the other corns that are not particularly adapted for the manufacture of grits, turn out around 40 per cent or in some cases, even as low as 30 per cent. Coker's 811 is especially adapted for the manufacture of grits and is the best corn we have used for this purpose until the present time. We find it easy to manufacture; we get the greatest percentage production from it; and above all, it produces the finest quality grits that we have made. We have not been able to secure this corn in large quantities, but have used enough of it to recognize its fine quality.

You will understand that when the price of yellow corn and white corn is about the same, and the by-product is readily usable, then your percentage of production is not too important; however, when white corn is higher than yellow, which it has been for the last year or two, then the matter of production is very important.

Knowing you to be interested in the merits of Coker's 811, we are indeed glad to pass this information along to you.

Very truly yours,

GOLDSBORO MILLING COMPANY

W. G. Crawford
Goldsboro, N. C.
Oct. 23, 1953

62,77

COKER'S PEDIGREE CORN

DAVID R. COKER (1870-1938) FOUNDER

= 1954 =



THE GUARANTEE OF QUALITY

HARTSVILLE, SOUTH CAROLINA